

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

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## FY 2016 Recap and Fall 2016 Plan

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TPB Technical Committee  
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# What is Street Smart?

- Street Smart focuses on Education through Mass Media
  - One media campaign for one media market
  - Multi-year “Tired Faces” Creative
  - <http://bestreetsmart.net>
- Concentrated waves of Radio, Television, Gas Station, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
  - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
  - Federal Funds administered by DC, Maryland, and Virginia
  - WMATA
  - TPB Member Governments - COG dues (63k)
    - Covers project administration
  - FY 2016 Budget – \$760k for consultant, ad placement
    - Increase from 750k for FY 2015



# Fall 2015 Press Event



- October 27<sup>th</sup> at Alexandria City Hall
- Speakers from City of Alexandria, DDOT, Virginia DMV, MHSO, TPB, and Alexandria PD.

# Spring 2016 Press Event



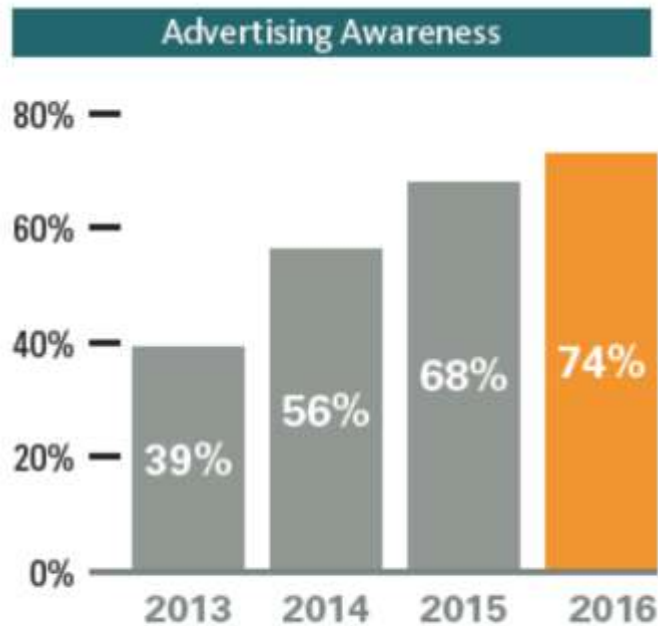
- Silver Spring Transit Center – April 11
- Speakers from
  - Montgomery County
  - DDOT
  - WMATA
  - Maryland Highway Safety Office
  - Virginia Highway Safety Office
- Crash Victim Isabel Ricker

# New in 2016: Enforcement Activations

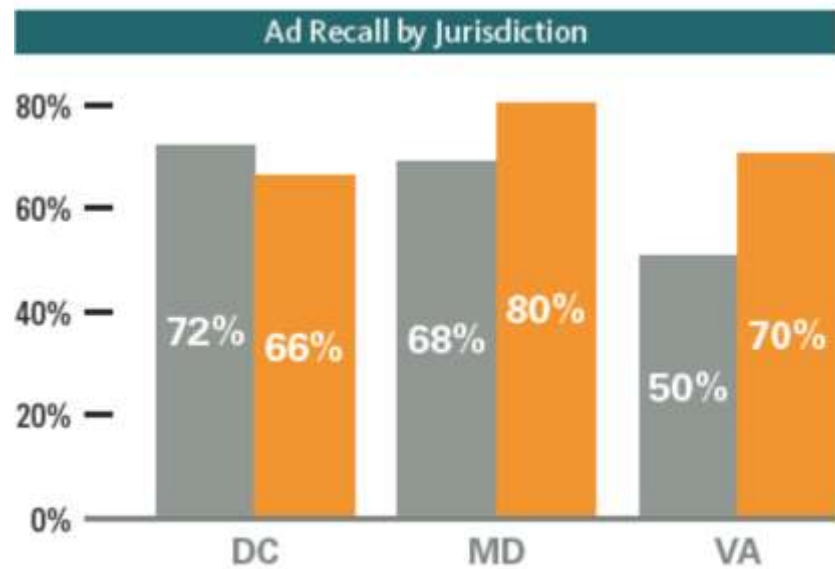
- 4/11: Montgomery County PD (MD)
- 4/25: Metropolitan PD (DC)
- 4/26: Arlington County PD (VA)
- 4/27: Prince George's County PD (MD)
- 4/28: Arlington County PD (VA)
- 5/3: Fairfax County PD (VA)



# Spring 2016 Survey Results



Street Smart continues to build on past momentum.



Overall aided awareness increased from 62% in Wave 1 to 74% in Wave 2.



STREET  
**SMART**  
BeStreetSmart.net

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS  
**STREET SMART**  
PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS  
777 NORTH CAPITOL STREET NE, SUITE 300  
WASHINGTON, DC 20002  
MWCOG.ORG

STREET  
**SMART**  
BeStreetSmart.net

**2016**  
FISCAL YEAR  
ANNUAL REPORT  
10/01/15  
THROUGH  
9/30/16

DESIGNED BY  
SHERRY MATTHEWS, INC.



Metropolitan Washington  
Council of Governments

# Fall 2016 Campaign





# Fall Schedule

FALL CAMPAIGN SCHEDULE	October				November				
	10	17	24	31	7	14	21	28	30
<b>Public Relations</b>									
Press Event 11/4									
Media Tour									
Suggested Enforcement Dates 10/31-11/27									
Enforcement Activations									
<b>Paid Media</b>									
TV :15 Spots									
Pumptoppers									
Exterior Bus Ads									
Digital (YouTube/Pandora/Facebook/Twitter)									
<b>Outreach/Partnerships</b>									
Street Teams									
Digital/Social Media									

Fall Budget: \$320,000

# Fall Public Relations

- Tentative launch:  
Friday, November 4<sup>th</sup>  
10:30 a.m.
- Location – Southern  
Ave. SE, United  
Medical Center
- Speakers TBD
- Media tour
- Enforcement  
activations
- Enforcement 10/30-  
11/27



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